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Application Number	09/919,727
Filing Date	July 31, 2001
First Named Inventor	Steven ASHCROFT, et al.
Group Art Unit	2142
Examiner Name	Beatriz Prieto
Attorney Docket Number	74577-044

Total Number of Pages in This Submission

4

ENCLOSURES (check all that apply)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Group Art Unit: 2142
Examiner Beatriz Prieto

Application of :	Steven ASHCROFT, et al.
Serial No. :	09/919,727
Filing Date :	July 31, 2001
Entitled :	SYSTEM FOR DELIVERING DYNAMIC CONTENT

RESPONSE AFTER FINAL

In the Office Action dated October 10, 2006, the Examiner cites U.S. Patent No. 6,697,815 ("Wilson") as disclosing the claimed "model bean." (Office Action, p. 3) However, as described below, the Examiner's citations refer to multiple software elements, none of which are model beans.

As the Examiner noted, citing the specification:

The function of model bean 218 is to hold the data that results from processing a web page request that is to be used to present the requested web page. The structure of model bean 218 is a Java class that is able to hold data elements inside, to 'set' these data elements to specific values, and then subsequently 'get' these values back out.

October 10 Office Action at p. 7, citing Specification, pp. 13-14. Additionally, the model bean does not contain any "business logic or formatting logic." Id. at 14.

The Examiner cites two different beans described in Wilson as meeting the "model bean" limitation: Fig. 2, element 206 and Col. 6, lines 48-49. However, both of

these beans contain business or formatting (processing) logic and can therefore not be model beans. See Wilson, Col. 7, lines 12-14, 24-36, Col. 8, lines 53-60.

Additionally, Cols. 7-8, lines 62-35 and Col. 4, lines 13-15, also cited by the Examiner, disclose a User Interface (“UI”) record or object that is populated by a back-end computer. There is no disclosure or suggestion that this record can also be a bean. In fact, Wilson teaches away from this as Wilson states that the record originates on the back-end computer, and not the web server. Col. 4 lines 8-11. Additionally, Wilson discloses that the UI record may be in the same computer language as the back-end software. Col. 8, lines 7-9. This can be a significant difference. For example, consider a system where multiple back-end systems need to be accessed by a web server. Under the Wilson prior art the web server would receive a record from each back-end system, written in the native language of that system. Any changes to the web server would need to be replicated in multiple software languages, on multiple back-end systems. Centralizing the software on the web server and using a common language, a java bean, simplifies designing and modifying the software.

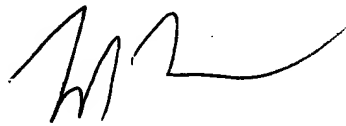
Accordingly, the Applicant respectfully submits that the prior art of record does not disclose, teach, or suggest the claimed system, and the Applicant respectfully requests that the Examiner’s rejections of all claims be withdrawn.

The Applicant notes that the Examiner has indicated that the Applicant’s Remarks in its July 6, 2006 Amendment appear to be inconsistent with the Examiner’s July 18, 2006 recordation of the July 6, 2006 telephonic interview. It was not the Applicant’s

intent to misrepresent the substance of the interview and the Applicant respectfully believes its remarks to be accurate. The Applicant apologizes for any unintentional inaccuracy.

Respectfully submitted,

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By _____
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Date: December 11, 2006

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